BULLETIN FROM

The New York Office 404 East 55th Street, New York

Vol. II October 1, 1934 No. 18

SPECIAL JUVENILE ISSUE

Part One

For the Picture Book Age

~~October 10~~ 11-7

Ford, Lauren THE LITTLE BOOK ABOUT GOD Doubleday, Doran

Here's a book that is being talked about in advance, but which, if unheralded, would, I feel, be frowned upon by most juvenile department experts. It purports to be first steps in the Bible for very little children. In my opinion it is a good example of how not to tell small children about religion. The text seems forced and unnatural, rather silly in fact. The casual all over the place pictures may appeal to small children, though their very minuteness of detail, in some instances, may be against them. The author-artist has won sufficient reputation in her own field so that this book will be asked for, and there may be, to those enthusiastic about her work, a first edition value in the limited firsts, containing a small original painting, signed by Lauren Ford. These "firsts" will sell for $7.50 each. Reg. edition $1.50

October 3

Lenski, Lois GOOSEBERRY GARDEN Harper

An old English nursery rhyme makes the lilting background for a charming little colored picture book of the gooseberry children and their frantic search for the little lost bird. Music for song- "And the green grass grew all around" - is given at the end of the book. $1.00

Picture Story Books

October 1

Bemelmans, Ludwig HANSI Viking

** An enchanting picture story book about a small boy who goes from Innsbruch up to the high mountains of the Tyrol for his Christmas holidays, and of his adventures there with his uncle and aunt and small cousin and the dachshund who went for a ski ride. The pictures give the impression of hand-crayoned drawings, such as a clever child would make, but in their very simplicity lies a subtle charm and skill. One of the nicest books of the year. J.L.G. $2.00

Published

Hill, Mabel Betsy DOWN ALONG APPLE MARKET STREET Stokes

The story of a little girl who wanted adventures and found them along the street of her own home village, without traveling afield. $1.35

November 2

Petersham, Maud & Miska MIKI AND MARY Viking

** Miki and Mary have yearnings for a ship of their own to go a-voyaging, but they find a readymade liner will save time, so they start off on a round the world trip, and do a great deal of collecting of strange treasures as they stop at Mont St. Michel, Concarneau, Venice, Athens, Rhodes, Jerusalem, the Canary Islands, etc. Of course, any Petersham book has a charm all its own and the pictures are always entrancing, but the text of this is disappointingly unorthodox, and will disturb the average small reader's sense of plausibility. It is certain to rank among good sellers, however. J. L. G. $2.00

October 31

Tousey, Sanford COWBOY TOMMY'S ROUNDUP Doubleday,Doran

** Cowboy Tommy has friends everywhere, and all of them will want this account of his share in his first round-up, of how he sleeps out under the stars with the cowboys, of how he goes to the rodeo. A direct story with pictures. $1.50

First Steps in Reading

October ~~3~~ 15

Du Bois, Theodora THE TRAVELING TOYS Penn

An amusing story of likable toys who take their free time out for adventure, and go to Europe in an iron boat. When humans are about they are simply toys. Illustrated. $2.00

October 4

Farjeon, Eleanor THE OLD SAILOR'S YARN BOOK Stokes

Tall stories of the sea and of sea monsters and of legendary creatures, as told by an old seaman to his young friends. Good read-aloud material and also designed, with type and vocabulary, as a first reader for beginners. $1.75

Grishina, N. THE MAGIC SQUIRREL Stokes

A Russian story of a fairy squirrel befriended by a little stray boy who has been taken under her wing by a poor old woman. And of how the squirrel repays the little boy and his adopted grandmother for their kindness. $1.75

October 8

Lee, Melicent Humason PABLO AND PETRA Crowell

The story of a boy and girl of Mexico, and of how they took their mother's pottery to market, and of how they went to the fiesta. A colorful picture of Mexico today, with a real feel of the country and people. Illustrated. $1.50

October 1

Sowers, Phyllis Ayer YASU-BO AND ISHI-KO Crowell

A Japanese story, built around two children and the little foundling left on their doorstep. A great deal of factual information about the holidays, games, daily

life of Japanese children is worked into a simple mystery story. Particularly nice illustrations. $1.50

For the 9 to 12 year olds

October ~~27~~ 25

Hathaway, Katharine B. MR. MUFFET'S CAT AND HER TRIP TO PARIS Harper

It's a silly story about a pet cat, but there's something about it that makes amusing reading. Toupsie is a very special cat, and had a good deal to do with the romance of Mr. Muffet and Miss Cake, so that they took her with them when they went to Paris on their honeymoon. I think children will like it, for its very inconsequentiality. $1.75

October 11

Kastner, Eric THE 35th OF MAY Dodd, Mead

A disappointment for those who liked Emil the Detective and Anna-Louise and Anton. This is a fairy tale for somewhat younger children, a sort of imitation Davy and the Goblin. (Included not for recommendation, but because Kastner has built a following and they may want to know about this.) $2.00

October 9

Lathrop, Dorothy THE LOST MERRY-GO-ROUND Macmillan

The children who liked The Fairy Circus are the readymade market for this (unless they have grown up in the interval). A fairy tale, the story of a mysterious wood and of the abandoned merry-go-round, of the children who ventured in and went exploring on the merry-go-round animals. Charming, and the Dorothy Lathrop illustrations are as delightful as ever. $2.00

Meigs, Cornelia WIND IN THE CHIMNEY Macmillan

** Ranks at the top with the best story books for this age group in 1934. Her Willow Whistle is still a standbye, I am sure. This is a better story and good for a long life. Early Pennsylvania background, the story of a widow who brings her small family from England to seek harbourage and to earn a living with her weaving. They find a seemingly abandoned farmhouse and make it their home. Just how they nearly lost it and how they found a way to keep it makes a fascinating story with an authentic American background. $2.00

Non-Fiction for the 9 to 12's

October 3

Robinson, W. W. ANIMALS IN THE SUN Harper

Beasts of the Tar Pit made a place for itself with children and particularly in Children's Rooms in Public Libraries (Macmillan). This is similar in format, but deals with reptiles of every sort. Stunning pictures, beautifully reproduced; text is straight information, no sugar coating. $2.00

Published

Shoen, Harriet H. LET'S MAKE A BOOK Macmillan

Excellent "how to do" book, for project work in schools, for progressive parents seeking new outlets on rainy days. First steps in book-making, from a single fold "book" to more elaborate books with stitched signature and covers. Simple enough to use with young children and work up gradually. $ .75

For the 12 to 15 year olds

October ~~12~~ 15

Bradford, Ruby L. THE MYSTERY OF PELICAN COVE Penn

May fill the need for mystery stories for boys and girls, though it is only a fairly good one. Nan, Ed and Chubby's father has been jailed on a false charge - their uncle has died leaving no hint of the wealth he was supposed to have. The story unravels the double mystery. $1.75

October 11

Burton, Charles Pierce BOB'S HILL ON THE AIR Holt

Boys' gang story with plenty of everyday adventure and some that is not so everyday. Rival groups of boys vie with each other in doing their bit. Boy Scout ballyhoo, and plenty of information painlessly administered. The book belongs in a series, but as a story can stand alone. $1.75

Published

Curtis, Alice T. A FRONTIER GIRL OF CHESAPEAKE BAY Penn

Another of the popular Frontier Girl series. This time the adventures of 14-year old Jennifer Bradley who came to Chesapeake Bay in 1660. Historical fiction, somewhat idealized, but enough story to carry it along. $1.50

October 22

Fitzgerald, Pitt L. THE BLACK SPEARMAN Macrae Smith

A good yarn of an Indian boy debarred from the activities of his mates because of his crippled leg, and of how he left his tribe and trekked from Ohio to the Yellowstone, seeking the healing waters, and of how he won through to manhood and health and came back at a crucial moment to prove his merit. J. L. G. $2.00

Published

Gaither, Frances THE SCARLET COAT Macmillan

** Excellent historical material worked into a good adventure story. The background is the search for the Big River with LaSalle - a period too seldom well handled in juvenile books. After La Salle's death, Pierre, the central character, is taken into the tribe of some friendly Indians, but is eventually discovered by the Coast Indians with De Soto. $2.00

November 11

Hall, Esther Greenacre BACK TO BUCKEYE Smith & Haas

** Sequel to College on Horseback. Holly returns to Buckeye, her beloved ranch, for a fleeting visit, and circumstances make it necessary for her to spend the summer, an adventurous three months making ends meet, fighting the dastardly neighbor who steals the precious water, and turning tenderfoot Ginger into a ranch girl. A good tale, though not as original as its predecessor. $2.00

November 15

Kahmann, Chesley CARMEN-SILENT PARTNER Dodd, Mead

A story of Puerto Rico, and of how a boy and girl joined forces and managed to hold their little orphaned family together. Carmen is a pretty much "put upon" girl with an extremely good temper - and Teodoro has all the qualities of Latin distaste for hard work and general slackness. But with Carmen's help, he capitalizes what gifts he has. There's a mystery to add to the interest. $2.00

October 4

Lamprey, L. THE TOMAHAWK TRAIL Stokes

** Against a sound background of fact regarding the period of the burning of Deerfield is told this story of a boy held captive by the Indians, of his escape and his share in the adventures of a French girl, whose father, a fur trader, had been killed by the Iroquois. From Canada to Portsmouth, Maine, they make their way. There's enough suggestion of romance to hold the interest of older girls craving that element in their adventure stories. A first class tale. $2.50

November 9 ✓

Lippincott, Joseph W. THE RED ROAN PONY Penn

The combination of qualities handed on by his parents, the Spanish circus pony, and the red mustang of the plains, give Reddy a start toward fame, won first in the village near the ranch which was his early home, later in horse shows in the east. A good horse story, which boys and girls will like equally. Illustrated in black and white by Paul Bransom. $2.00 ✓

October ~~26~~ 19

More, Blanche Rebecca TWO IN PATCHES Penn

Patches is a rebuilt car, and 10-year old Bab and 16-year old Bill run away from the housekeeper in whose charge they have been left, and head west, earning necessary funds as they go. Bab gets them into trouble and Bill gets them out, and they share all sorts of adventures before they are caught. $2.00

October 5

Nolan, Jeanette C. YOUNG DOUGLAS McBride

Excellent story based on the facts of Mary Queen of Scot's escape from Lochleven, with the aid of young Douglas. Pictures of life in a remote stronghold - adventure - glamor enough - a good yarn. $2.50

November 2

Robinson, Tom TRIGGER JOHN'S SON Viking

** An orphan lad is shunted from home to home and gets a bit suspicious of the world in general. But his new "parents" manage to break down this resistance when he reluctantly accepts them in the Pennsylvania town where he has been sent. He gives them a few jolts in his "gang" activities, but they realize that the end justifies the means and he wins his spurs in their eyes. A real boy story, which real boys will like. J. L. G. $2.00

October

Skinner, Constance Lindsay ROB ROY: The Frontier Twins Macmillan

The younger brothers of Silent Scot have adventures of their own and their beloved pet, a half wild cat, plays an important part in those adventures. Presumably peace had come - but Rob Roy prove otherwise. A glimpse of the first steps to fame of Andrew Jackson. $2.00

Non-Fiction for the 12 to 15's

October

Benjamin, Robt. Spiers, ed. CALL TO ADVENTURE Greenberg

With foreword by the chief scout executive, James E. West, and an introduction by the president of the Adventurer's Club, this collection of true stories of their own high spots of adventure should be a popular item with boys who like brief biographical sketches. Among those present are: Zane Grey, Allan Villiers, Frank M. Hawks, Frederic Van de Water, Francis Gow-Smith, and Lowell Thomas. Nineteen in all. $2.00

October 31 ✓

Floherty, John J. 'BOARD THE AIRLINER Doubleday, Doran

Good fact book which answers the innumerable questions all youngsters and many adults want to know about air-liners. There is enough scientific fact to interest those who are not complete ignoramuses; enough plain facts for the rest of the public. Illustrated with photographs. $2.00

October 9

Lent, Henry B. WIDE ROAD AHEAD! Macmillan

Lent has his facts, historical, scientific, mechanical, about the building of an automobile, and every motor-minded boy and girl will get a lot of information out of this book. But, unfortunately, some who might be interested in the subject will be put off by the tendency to write down and to sugar coat the information by an artificial story setting. Illustrated by drawings. $2.00

October 11

Mann, Lucile Q. FROM JUNGLE TO ZOO Dodd, Mead

In the Ditmars tradition - the adventures of a naturalist's wife and her share in the search for specimens for the new reptile house in the National Zoo.

Fascinating account of the search in the tropics, of the people she meets through her strange pets, of the lives of those connected with a zoo, of the investigations of the zoos of Europe, prior to building the new reptile house, of adventures in Cuba, in Central America, in British Guiana. Good reading for adults as well as young people from twelve up. $2.00

For the Upper Teens and for Adults

October 15

Borland, Hal VALOR: The Story of a Dog Farrar & Rinehart

A good animal story of a dog that goes wolf, but that has too strong a streak of collie in him to kill the sheep that might have meant life to him. Revenge against the cruel master that drove him from mankind - finally, the acceptance of his dog's heritage of a well-loved master - such is the cycle. $2.00

Cothren, Marion B. CHER AMI Little,Brown

The life story of the famous carrier pigeon that saved the Lost Battalion, a hero of the World War, immortalized in the National Museum in Washington. A straightforward account of his early training in an English loft, and of the life with the American Expeditionary forces, where he won international fame. $1.25

October 2

Field, Rachel BRANCHES GREEN Macmillan

A sheaf of rather charming poems, out of door poems for the most part, redolent of the essential flavor of Maine, its color and scent and feel. There are city poems too - and poems of animals and people. $1.50

Hess, Fjeril SANDRA'S CELLAR Macmillan

** A bookseller's book - though most of them will feel it is too rosy spectacled a picture of that evasive game, running a bookshop. There is, however, the inspiration, the imagination, the ingenuity, the fun of it all, in this story of Sandra, who worked in a bookshop on part time, and found it an all time job. The author has drawn on her own experience, and has made a good vocational story of it, with a few hints that might not come amiss in the trade. $2.00

October 25

Scott, Evelyn BILLY, THE MAVERICK Holt

A far cry from the type of book for which Evelyn Scott is known in this story of a nameless boy on a western ranch who is taken to England to prove his claim to a title and fortune. Adventure - a bit far fetched - and a very English picture of the cowboy in the parlor. $1.75

October 2

Villiers, Alan WHALERS OF THE MIDNIGHT SUN Scribner

** The raw stuff of modern whaling hung on the story of "Bloomin' Alfie" who is a stowaway on the Pelagos, the first steel ship to try modern methods of whaling

in the Antarctic. His boon companion is the penguin, Percy, a good comedy touch throughout. Superlatively good - no demeaning of the subject by writing down - no reason why it should not be enormously popular with all red-blooded boys and with a goodly number of their elders. Brutal, breath-taking, authentic; full of robust scenes, likable characters, blend of tragedy and comedy. $2.00

Reprints

October 25

Moore, Clement C. THE NIGHT BEFORE CHRISTMAS Dodd, Mead

Facsimilie of the original edition, with a life of the author by Arthur N. Hosking. Illustrated and boxed for mailing. $1.00

Sewell, Helen - artist CINDERELLA Macmillan

Helen Sewell has never done lovelier work than in the illustrations for this favorite fairy tale of her childhood. Sixteen full-page pictures, eight in four color, eight in black and white, printed by special lithographic process which gives the effect of hand-tinting. Size - 8½ x 11 inches. Ideal gift book. The text has been brought down to essentials without hurting it. $1.50

Special Material for Teachers, Parents, Story-Tellers

November 2

Dalgliesh, Alice THE CHRISTMAS BOOK Scribner

Excellent collection of all types of Christmas stories, old and new - some old favorites, prose and verse, accounts of Christmas customs, carols. The inclusion of extracts from current books takes it out of the ordinary type of compilations. $2.00

October 20

Rich, E. G., editor THE READ-ALOUD BOOK Lippincott

Suggests Effie Powers' Bag O'Tales in the progression of material from standard fairy tales for the youngest listeners to hero material, legends and extracts from the classics for the older ones. Not as inclusive nor as scholarly a job, but for the library that cannot afford the other book, this is an excellent collection. $2.50

October 11

Fish, Helen D. editor THE CHILDREN'S ALMANAC OF BOOKS AND HOLIDAYS Stokes

A birthday book of children's books, children's authors, and important events in the history of children's books. Unique opportunity for special use in publicity for holiday season or Children's Book Week. Good chance for a plus sale in place of a gift card, small prize, etc. Format - that of an old-fashioned almanac, illustrated with small wood blocks and characteristic prints. $ .25

Have you see the "reader's diary" issued by The Claremont Company, called MEMORIES OF BOOKS I HAVE READ? Fills a real need. Cloth, $1.25 - Leather, $2.00

COMPLETE CHECK LIST OF 1934 JUVENILES REPORTED TO DATE

For The Picture Book Age

				Page
D'Aulaire, I. & Edgar, P.	**THE LORD'S PRAYER	Doubleday	$1.75	52
Brock, Emma L.	LITTLE FAT GRETCHEN	Knopf	1.25	262
de Brunhoff, Jean	THE TRAVELS OF BABAR	Smith & Haas	3.00	234
Bryan, M. & D.	FUN WITH MICHAEL	Doubleday	1.00	147
Creble, Ellis	**DOWN DOWN THE MOUTAIN	Nelson	2.00	262
Disney, Wat	THE BIG BAD WOLF	Blue Ribbon	1.00	94
Duplaix, Georges	GASTON AND JOSEPHINE IN AMERICA	Oxford Press	2.00	234
Evers, Helen & Alf	LITTLE GOOSIE-GOSLING	Farrar	.75	209
	(Boxed with figure)		1.25	
Field, Rachel	SUSANNA B AND WILLIAM C	Morrow	1.00	165
Flack, Marjorie	TIM TADPOLE AND THE GREAT BULLFROG	Doubleday	1.00	52
HAPPY HOUR BOOKS - 18 titles		Macmillan	.25	209
Hogan, Inez	**NICODEMUS AND THE LITTLE BLACK PIG	Dutton	1.00	147
Kunhardt, Dorothy	NOW OPEN THE BOX	Harcourt	1.25	235
Leski, Lois	THE LITTLE AUTO	Oxford Press	.75	210
Lenski, Lois	SURPRISE FOR MOTHER	Stokes	1.00	263
Nichols, Ruth A.	BILLY	Macmillan	1.75	235
Smalley, Janet	DO YOU KNOW?	Morrow	1.25	187
Sperry, Armstrong	ONE DAY WITH JAMBI IN SUMATRA	Winston	2.00	52

Picture Story Books

Averill, Esther	FLASH	Smith & Haas	2.00	165
Baker, Margaret & Mary	TELL-THEM-AGAIN-TALES	Duffield	1.50	52
Dall, Anna Roosevelt	SCAMPER	Macmillan	2.00	52
Hader, Berta & Elmer	**MIDGET AND BRIDGET	Macmillan	2.00	235
King, Marian	KEES AND KLEINTJE	Whitman	2.00	94
Petersham, Maud & Miska	THE STORY BOOK OF THINGS WE USE	Winston	2.50	52
Sayers, Frances C.	BLUE BONNETS FOR LUCINDA	Viking	1.00	187
Sperry, Armstrong	ONE DAY WITH JAMBI	Winston	2.00	94
Stong, Phil	**FARM BOY	Doublday	2.00	235
Torrey, Helen	ABOUT A BEE	Oxford Press	.75	210
Van Stockum, Hilda	**A DAY ON SKATES	Harper	2.50	235

First Steps in Reading

Baker, Margaret & Mary	TELL THEM AGAIN TALES	Dodd, Mead	1.75	210
Bianco, Margery	**THE GOOD FRIENDS	Viking	1.50	147
Bontemps, Arna	YOU CAN'T PET A POSSUM	Morrow	1.75	235
Clement, Marguerite	FLOWERS OF CHIVALRY	Doubleday	2.50	187
Dalgliesh, Alice	**ROUNDABOUT	Macmillan	1.75	166
Gall, A. & Crew, F.	THE ROYAL MIMKIN	Oxford Press	1.75	211
Garbut, B. & K.	TIMOTHY	Oxford Press	.75	211
King, Marian	A BOY OF POLAND	Whitman	1.50	211
Lothrop, Dorothy P.	THE SNAIL WHO RAN	Stokes	1.00	263
Lattimore, Eleanor F.	**LITTLE PEAR AND HIS FRIENDS	Harcourt	2.00	263
Leaf, Munro	GRAMMAR CAN BE FUN	Stokes	1.25	210
Metzger, Berta	PICTURE TALES FROM THE CHINESE	Stokes	1.25	235
Miller, Jane	JIMMY THE GROCERYMAN	Houghton	.90	165

First Steps in Reading (cont'd)

				Page
Perkins, Lucy Fitch	**THE SPANISH TWINS	Houghton	$1.75	211
Phillips, Ethel Calvert	JEANNE-MARIE AND HER GOLDEN BIRD	Houghton	1.75	236
Price, Margaret Evans	MONKEY-DO	Harper	2.00	53
Pryor, William C.	THE FIRE ENGINE BOOK	Harcourt	1.00	236
	THE STEAMSHIP BOOK	Harcourt	1.00	236
Wheeler, O. & Deucher, S.	MOZART THE WONDER BOY	Dutton	2.00	210
White, Eliza Orne	LENDING MARY	Houghton	1.75	187

For the 9 to 12 year olds - Fiction

Bernhard, J. & LeValley, E.	THE MASTER WIZARD	Knopf	2.00	263
Brown, Marion & Edith	ALEXANDER	Bobbs-Merrill	1.75	236
Carr, Mary Jane	CHILDREN OF THE COVERED WAGON	Crowell	2.00	165
Crew, Helen Coale	PETER SWISS	Harper	1.75	236
Eliot, Ethel Cook	THE LITTLE HOUSE IN THE FAIRY WOOD	Stokes	1.50	263
Erlande, Albert	A LITTLE FRENCH BOY	Knopf	2.00	263
Gale, Elizabeth	KATRINA VAN OST AND THE SILVER ROSE	Putnam	1.75	53
Govan, Christine N.	**THOSE PLUMMER CHILDREN	Houghton	2.00	237
Hayes, Marjorie	**THE LITTLE HOUSE ON WHEELS	Little,Brown	1.75	166
Howard, Alice Woodbury	THE PRINCESS RUNS AWAY	Macmillan	1.75	53
Hunt, Mable Leigh	LUCINDA	Stokes	1.75	211
Kelly, Raymond	O-GO, THE BEAVER	Whitman	1.50	237
Orton, Helen Fuller	**THE GOLD LACED COAT	Stokes	1.75	264
Powers, Tom	**A SCOTCH CIRCUS	Houghton	2.00	211
Russell, Arthur	SNOWY FOR LUCK	Whitman	1.00	237
Sawyer, Ruth	**TONO ANTONIO	Viking	1.75	212
Simon, Charlie May	ROBIN ON THE MOUNTAIN	Dutton	2.00	187
Standing Bear, Chief	STORIES OF THE SIOUX	Houghton	1.50	237
Tarn, W. W.	**THE TREASURE OF THE ISLE OF MIST	Putnam	2.00	166
Untermeyer, Louis	**THE LAST PIRATE	Harcourt	2.50	238

Non - Fiction

Adams, Peter	PIRATE SHIPS	Dodd, Mead	1.25	264
Baker, Robert H.	WHEN THE STARS COME OUT	Viking	2.50	148
Bianco, Margery	MORE ABOUT ANIMALS	Macmillan	1.75	53
Fisher, Dorothy C.	UNDERSTOOD BETSY	Harcourt	.75	166
Gail, Otto Willi	ROMPING THROUGH PHYSICS	Knopf	1.50	53
Hamilton, Edwin T.	PRIZES AND PRESENTS EVERY GIRL CAN MAKE	Harcourt	2.50	166
Lawson, Arthur H.	HOMEMADE GAMES	Lippincott	2.50	238
Massey, Morrell	THE ADVENTURES OF A BOY MAGICIAN	Lippincott	1.50	264
Mitchell, L. & Lambert C.	**MANHATTAN	Macmillan	3.50	95
Morgan, Alfred	THE STORY OF SKYSCRAPERS	Farrar	2.00	95
Randall, A.M. & Reely, M.	THROUGH GOLDEN WINDOWS	Whitman	2.00	187
Rouse, W. H. D.	GOD, HEROES AND MEN OF ANCIENT GREECE	Dutton	3.00	167
Warner, G. S.	"POP" WARNER'S BOOK FOR BOYS	McBride	2.00	95

For The 12 to 15 Year Olds - Fiction

				Page
Adams, Katharine	GREY EYES	Macmillan	$1.75	53
Allee, Marjorie	**A HOUSE OF HER OWN	Houghton	2.00	238
Allen, Merritt P.	DRAKE'S SWORD	Appleton	2.00	167
Bacon, Josephine Daskam	THE GIRL AT THE WINDOW	Appleton	2.00	53
Bacon, Josephine D.	KATHY	Longmans	2.00	167
Barbour, Ralph Henry	SOUTHWORTH SCORES	Appleton	2.00	54
Barbour, Ralph Henry	PERIL IN THE SWAMP	Farrar	1.75	264
Brink, Carol	**ANTH NG CAN HAPPEN ON THE RIVER	Macmillan	1.75	54
Chapman, Maristan	EAGLE CLIFF	Appleton	2.00	167
Choate, F. & Curtis, E.	--DANCE OF THE HOURS	Harcourt	2.00	238
Coatsworth, Elizabeth	**AWAY GOES SALLY	Macmillan	2.00	264
Collier, V. & Eaton, J.	**ROLAND THE WARRIOR	Harcourt	3.00	236
Cooper, Courtney, R.	**BOSS ELEPHANT	Little, Brown	2.00	265
Coryell, H. V.	TAN-TA-KA	Little, Brown	2.00	148
Criss, Mildred	THE RED CARAVAN	Doubleday	1.75	188
Daniel, Hawthorne	BROKEN DYKES	Macmillan	2.00	167
Fitler, Mary B.	**THE BIG WHARF	Harper	2.00	239
Fox, Genevieve	**MOUNTAIN GIRL COMES HOME	Little, Brown	2.00	54
Gardiner, A. & Osborne, N.	GOOD WIND AND GOOD WATER	Viking	2.00	166
Grey, Even	THE TRAIL OF THE BOREALIS	Harcourt	2.00	265
Haines, Donal H.	**TEAM PLAY	Farrar	1.75	212
Hawthorne, Elizabeth	TABITHA OF THE LONELY HOUSE	Appleton	2.00	147
Heyliger, William	**THE SILVER RUN	Appleton	2.00	54
Keyes, Mary Willard	THE PEACOCK FARM	Longmans	2.00	188
Lownsbery, Eloise	LIGHTING THE TORCH	Longmans	2.00	188
Mansfield, Norma	KEEPER OF THE WOLVES	Farrar	1.75	212
Maxon, Anne	**THE HOUSE THAT JILL BUILT	Dodd, Mead	2.00	168
McGoldrick, Rita C.	THE CORDUROY TRAIL	Doubleday	1.75.	168
Meader, Stephen W.	**LUMBERJACK	Harcourt	2.00	230
Mirza, Youel B.	SON OF THE SWORD	Viking	2.00	54
Moon, Grace	TITA OF MEXICO	Stokes	2.00	264
Norton, Andre	THE PRINCE COMMANDS	Appleton	2.00	54
Randolph, Vance	THE CAMP ON WILDCAT CREEK	Knopf	2.00	265
Ransome, Arthur	WINTER HOLIDAY	Lippincott	2.00	54
Ross, M. I.	LAND OF WILLIWAWS	Houghton	2.00	95
Seaman, Augusta H.	THE INN OF TWIN ANCHORS	Doubleday	1.75	147
" " "	BITSY FINDS THE CLUE	"	1.75	212
Smith, S. S.	THE LAPP MYSTERY	Harcourt	2.00	239
Strong, L. A. G.	**KING RICHARD'S LAND	Knopf	2.00	239
Sublette, C. M.	GREENHORN'S HUNT	Bobbs-Merrill	2.00	239
Thomas, Margaret L.	PAULO IN THE CHILEAN DESERT	Bobbs-Merrill	2.00	237
Varble, Rachel M.	BEATRICE THE BRAVE	Little, Brown	2.00	240
Wasson, Mildred	MISS NANCY PRENTISS	Harper	2.00	55

For the 12 to 15 Year Olds - Non-Fiction

Baruch, D. W. & Reiss, O.	MY BODY AND HOW IT WORKS	Harper	1.50	237
Bormann, Henry H.	BRIDGES	Macmillan	2.00	265
Charnley, Mitchell V.	JEAN LAFITTE	Viking	2.50	168
Follette, Helen	STARS TO STEER BY	Macmillan	2.00	55
Hylander, C.J.	**AMERICAN INVENTORS	Macmillan	2.50	55
Jacobsen, Betty	THE GIRL BEFORE THE MAST	Scribner	2.00	55
James, B. R. & Marquis	**THE COURAGEOUS HEART	Bobbs-Merrill	2.00	212
Kinscella, Hazel Gertrude	**MUSIC ON THE AIR	Viking	3.50	55
Peary, Marie Ahnighito	THE SNOWBABY'S OWN STORY	Stokes	2.00	265
Peck, Anne Merriman	YOUNG MEXICO	McBride	2.50	238
Quennell, Marjorie & C.H.B.	A HISTORY OF EVERYDAY THINGS IN ENGLAND	Scribner	2.50	56

For the 12 to 15 Year Olds - Non-Fiction (cont'd.)

				Page
Robinson, W. W. & Irene	ANCIENT ANIMALS	Macmillan	$2.00	56
Rourke, Constance	DAVY CROCKETT	Harcourt	2.50	56
Seeger, Elizabeth	THE PAGEANT OF CHINESE HISTORY	Longmans	3.00	56
Stevens, William O.	THE CORRECT THING	Dodd, Mead	1.50	188
Thomason, John W. - Edition	THE ADVENTURES OF DAVY CROCKETT	Scribner	2.50	56

Fifteen And Up

Broster, D. K.	THE DARK MILE	Coward, McCann	2.50	238
Corbett, Elizabeth	GROWING UP WITH THE GRAPERS	Appleton	2.00	148
Dwight, Allan	LINN DICKSON, CONFEDERATE	Macmillan	2.00	239
Grant, Captain G. H.	**CONSIGNED TO DAVY JONES	Little,Brown	2.00	148
Hamsun, Marie	A NORWEGIAN FAMILY	Lippincott	2.00	239
Hinkle, Thomas C.	SILVER	Morrow	2.00	168
de Leeuw, Adele	ISLAND ADVENTURE	Macmillan	2.00	167
Lewis, Ernest	BETH	Dutton	2.00	188
Meek, Captain S. P.	**GYPSY LAD	Morrow	2.00	239
Pease, Howard	THE SHIP WITHOUT A CREW	Doubleday	2.00	148
Raymond, Margaret T.	**A BEND IN THE ROAD	Longmans	2.00	188

Reprints

Dickens, Charles	CHRISTMAS TALES	Dodd, Mead	3.00	240
THE MEAD SCHAEFFER ILLUSTRATED CLASSICS		" "	2.00	240
THE TREASURE HOUSE BOOKS		" "	2.00	240

Special Material for Teachers, Parents, etc.

Powers, Effie	BAG O' TALES	Dutton	5.00	210

Border Line Books From The Adult List - Fiction

Balmer, E. & Wylie, P.	AFTER WORLDS COLLIDE	Stokes	2.00	81
Bulfinch, Thomas	BULFINCH'S MYTHOLOGY	Modern Lib.	1.00	85
Doone, Radko	NUVAT THE BRAVE	Macrae Smith	2.00	81
Haines, William W.	**SLIM	Little,Brown	2.50	128
Kipling, Rudyard	**COLLECTED DOG STORIES	Doubleday	2.50	150
Lewis, Eiluned	DEW ON THE GRASS	Macmillan	2.00	249
Miller, Richard	JUST CATS	Doubleday	2.50	217
Nordhoff, C. & Hall, J. N.	**PITCAIRN'S ISLAND	Little,Brown	2.50	241
Prichard, Ettie S.	OLD FARM	Appleton	2.00	136
Salten, Felix	**FLORIAN	Bobbs-Merrill	2.50	219
Swanson, Neil H.	THE PHANTOM EMPEROR	Putnam	2.50	97
Walpole,H. & Partington, W.	FAMOUS STORIES OF FIVE CENTURIES	Farrar	2.00	176
Walsh, Maurice	**THE ROAD TO NOWHERE	Stokes	2.50	114

Border Line Books From the Adult List - Non-Fiction

Erskine, Gladys S.	BRONCHO CHARLIE	Crowell	3.00	257
Johnson, Clifford	PIRATE JUNK	Scribner	2.50	144
Harris, Evelyn	THE BARTER LADY	Doubleday	2.50	119
House, Homer D.	WILD FLOWERS	Macmillan	7.50	232
Kipling, R. & Fletcher, C.	A HISTORY OF ENGLAND	Doubleday	2.50	103
Lamb, Harold	OMAR KHAYAM	Doubleday	3.00	193
Little, G. W.	DR. LITTLE'S DOG BOOK	McBride	3.00	85
Maule, Frances	SHE STRIVES TO CONQUER	Funk & Wagnalls	2.00	203
Rich, Edwin Gile	HANS, THE ESKIMO	Houghton	2.50	257
Roberts, Thomas S.	BIRD PORTRAITS IN COLOR	Univ. of Minn.	3.50	162
Skariatina, Irina	LITTLE ERA IN OLD RUSSIA	Bobbs-Merrill	2.50	260
Stanford, Alfred	MEN, FISH AND BOATS	Morrow	3.00	101
Thompson, R. W.	WILD ANIMAL MAN	Morrow	3.50	159

Add These Juvenile Titles To Your Index

October 1st

The Claremont Company			
		MEMORIES OF BOOKS I HAVE READ	273
Crowell1			
	Lee, M. A.	PABLO AND PETRA	267
	Sowers, Phyllis A.	YASU-BO AND ISHI-KO	267
Dodd, Mead			
	Kahmann, Chesley	CARMEN - SILENT PARTNER	270
	Kasnter, Eric	THE 35th OF MAY	268
	Mann, Lucile Q.	FROM JUNGLE TO ZOO	271
	Moore, Clement C.	THE NIGHT BEFORE CHRISTMAS	273
Doubleday, Doran			
	Floherty, John J.	'BOARD THE AIRLINER	271
	Ford, Lauren	THE LITTLE BOOK ABOUT GOD	266
	Tousey, Sanford	COWBODY TOMMY'S ROUNDUP	267
Farrar & Rinehart			
	Borland, Hal	VALOR	272
Greenberg			
	Benjamin, R. S.	CALL TO ADVENTURE	271
Harper			
	Hathaway, K. B.	MR. MUFFET'S CAT AND HER TRIP TO PARIS	268
	Lenski, Lois	GOOSEBERRY GARDEN	266
	Robinson, W. W.	ANIMALS IN THE SUN	268
Holt			
	Burton, Charles P.	BOB'S HILL ON THE AIR	269
	Scott, Evelyn	BILLY, THE MAVERICK	272
Lippincott			
	Rich, E. G.	THE READ-ALOUD BOOK	273
Little, Brown			
	Cothren, Marion B.	CHER AMI	272

Macmillan

Field, Rachel	BRANCHES GREEN	272
Gaither, Frances	THE SCARLET COAT	269
Hess, Fjeril	SANDRA'S CELLAR	272
Lothrop, Dorothy	THE LOST MERRY-GO-ROUND	268
Lent, Henry B.	WIDE ROAD AHEAD!	270
Meigs, Cornelia	WIND IN THE CHIMNEY	268
Sewell, Helen	CINDERELLA	273
Shoen, Harriet H.	LET'S MAKE A BOOK	269
Skinner, Constance L.	ROB ROY	271

Macrae Smith

Fitzgerald, Pitt L.	THE BLACK SPEARMAN	269

McBride

Nolan, Jeanette C.	THE YOUNG DOUGLAS	270

Penn Publishing

Bradford, Ruby L.	THE MYSTERY OF PELICAN COVE	269
Curtis, Alice T.	A FRONTIER GIRL OF CHESAPEAKE BAY	269
Du Bois, Theodora	THE TRAVELING TOYS	267
Lippincott, J. W.	THE RED ROAN PONY	270
More, Blanche R.	TWO IN PATCHES	270

Scribner

Dalgliesh, Alice	THE CHRISTMAS BOOK	273
Villiers, Alan	WHALERS OF THE MIDNIGHT SUN	272

Smith & Haas

Hall, Esther G.	BACK TO BUCKEYE	270

Stokes

Farjeon, Eleanor	THE OLD SAILOR'S YARN BOX	267
Fish, Helen Dean	THE CHILDREN'S ALMANAC OF BOOKS AND HOLIDAYS	273
Grishina, N.	THE MAGIC SQUIRREL	267
Hill, Mabel Betsy	DOWN-ALONG APPLE MARKET STREET	266
Lamprey, L.	THE TOMAHAWK TRAIL	270

Viking

Bemelmans, Ludwig	HANSI	266
Petersham, M. & M.	MIKI AND MARY	267
Robinson, Tom	TRIGGER JOHN'S SON	271

BULLETIN FROM

The New York Office 404 East 55th Street, New York

Vol. II October 1, 1934 No. 18

PART TWO

MUST BOOKS

~~October 17~~ Nov. 8

Millay, Edna St. Vincent WINE FROM THESE GRAPES Harper

*** This can be only by way of an announcement, since the text for the new Millay is being hand set at The Golden Hind Press, and no proofs are available. Sufficient, for the moment, are the following facts: this volume includes the fruit of Miss Millay's work since the publication of Fatal Interview in 1931, and those who have access to the manuscript say that it equals the high standard set by that memorable work, and is more varied in substance and form. Several limited first editions are announced, and details have already been sent out to the trade. In the regular edition the following prices: Cloth, $2.00 - Leather, $3.00.

October 26

Wells, H. G. EXPERIMENT IN AUTOBIOGRAPHY Macmillan

*** This book will probably - in certain circles - prove the sensation of the season, and the selection as Book-of-the-Month will give it an impetus in a wider market. Not an autobiography in the conventional sense. Here is no gradual and systematic unfolding of the successive years in a man's life. Rather is it an inseeing, a searching into the motive power and causation of character. Frank - at times brutally so. Egocentric - well, that is to be expected, and it makes it more illuminating reading. It is, in a sense, a biography of justification, with the facts of his life subordinated to the bearing some facts rather than others have on his intellectual and emotional development. One gets a sense of a tremendous, over-powering ego, but of less conceit than one might expect; a fairly honest facing of his own shortcomings in accomplishment, a critical appraisal of the ultimate values in his own work, an acknowledgment of his powers as journalist rather than artist. Of his personal life, only so much as bears upon his mental and emotional growth, with, of course, extensive searching into the truth, as he sees it, of his marital failure. There is implication of much that is not discussed in detail. The last section of the book deals, chiefly, with his contacts through his professional life, and many will find his appraisals of his contemporaries challenging and controversial to a degree. Frank Harris, George Bernard Shaw, Henry James, Grant Allen, Joseph Conrad, George Gissing, Arnold Bennett, Stephen Crane - each one of these comes in for a generous portion of consideration. And in lesser degree his editors, Henley and Cust; his neighbors at Sandgate, Graham Wallas, Hubert Bland and his wife, E. Nesbit; Ford Madox Ford, York Lowell, Bob Stevenson, the Webbs, and many others. A curious panorama of English letters, and excellent reading, for those who can take it with sufficient detachment of spirit. It is the big book of the publisher's Fall list, and certain to have front page reviews and extensive advertising the country over.

$3.00 before publication. On and after, $4.00

November ~~7~~ 8

Kaye-Smith, Sheila GALLYBIRD Harper

** There is an established market for all of Sheila Kaye-Smith's work and Superstition Corner, published last year, introduced her to a new public. This is, in a sense, a sequel to Superstition Corner, only through the use of the same setting, and a later generation of the same family, the ill-starred House of Alard. It is a period following the Restoration, and the Catholics are still pursuing their worship in secret. The central figure, Sir Gervase, is symbolic of the elements of the English of his class and day, - superstitious, warm-hearted, inclined to let the world wag so long as he is not involved. A crashing of his old tenets leads him to the pursuit of black magic, and to his downfall. Personally, I do not feel that Miss Kaye-Smith is at her best in historical fiction - although here too we feel the love of the soil, the sense of drama in character, the essential England. $2.50

November 7

Roberts, Kenneth CAPTAIN CAUTION Doubleday, Doran

*** The fourth of the Arundel chronicles, and in this reader's opinion, the best reading of the lot. There is no better historical fiction being written today than that written by Kenneth Roberts. He has a keen dramatic sense, an appreciation of his historical background as a tool to work with, not an end in itself, an ability to bring his characters to life. These four books (Arundel, The Lively Lady, Rabble in Arms, and the present title) are books for the long haul, sure of a steady market through schools and libraries, and a healthy demand in bookshops. The new story stands alone, as a rattling good yarn of the sea and the War of 1812, and through its characters is interwoven in interest with the earlier books, making possible a plus sale to those who begin with this one. Good adventure - unusual aspects of a little known period - a book that men, particularly, will enjoy. Should have a large sale and wide circulation. $2.50

Tarkington, Booth LITTLE ORVIE Doubleday, Doran

*** Readers of the S. E. P. have already met little Orvie, enfant terrible. And the rest of the public knows him in real life - in one guise or another - the seven year old pest, the small boy who should have drowned at birth, but who, willy nilly, reveals annoyingly appealing sides. He's a lusty addition to the Tarkington gallery, and Tarkington is at his best in the episodic treatment of essential human beings of the younger generation. Little Orvie is a soul mate of small Jane, - page Willy in Seventeen for his opinion of Jane. $2.50 ✓✓

Honorable Mention

Lean pickings, this issue, for we are deliberately concentrating on juveniles, for the sake of those shops which place juvenile orders in October. But don't overlook the first two volumes of the Freeman, R. E. Lee, unquestionably one of the high spots of the Fall. The Merry Queen by Pierre Nezelof is slated for a popular sale. And the Wallace book, New Frontiers, will provoke sufficient discussion to stimulate sales.

PROBLEMATICAL BOOKS - Fiction

October 11

Gerhardi, William RESURRECTION Harcourt, Brace

A book for a limited and definitely a "highbrow" market. Gerhardi has written in semi-fictionized form, a mental autobiography. The public that greeted

The Polyglots as a milestone in modern fiction, will find this rather oblique method of approach quite in line with their expectations of Gerhardi's development. Fiction in technique and surface characterizations, one is conscious throughout that the author is seizing upon an artificial - though convincing - abstraction to reconstruct his life in terms of present and future. There is little concrete information to be gleaned about the events of that life. It starts and ends on a transcendental note, distinctly esoteric, disturbingly remote from reality. And throughout there is the insistence on the fact of immortality, of resurrection. $2.50

October 15

Buckingham, Nash DE SHOOTINEST GENT'MAN Derrydale

The title story is familiar to that select public that knows Classics of the American Shooting Field, and to them it will be welcome news that for the first time Nash Buckingham's stories are brought together in one volume. Stories of gunning over field and wood and lake and stream, - ducks and geese and turkeys, pheasant and woodcock. Stories of hunting dogs. Stories of characters in the hunting field. Stories in which comedy and pathos rub elbows. For the essential flavor, read De Shootinest Gent'man, Play House, The Family Honor. An ideal gift book for the sportsman who "has a book" - the sort of sale which you can virtually handpick in advance. Similar in format to Colonel Weatherford, etc. Limited. $7.50

Cavan, Romilly THE DAUGHTERS OF RICHARD HERON Dutton

A first novel which presents in a rather brittle fashion the story of the three daughters, Elaine, Dagmar and Elizabeth, of the famous writer and dramatist, Richard Heron, who are tied to him through the seeming simplicity of his demands. Not wishing freedom, when it is offered them their choices seal their futures. Told in a somewhat "precious" manner with a straining after subtleties - intelligensia snob-appeal. $2.50

Proust, Marcel REMEMBRANCE OF THINGS PAST Random House

Another wreath of laurel is voted to Random House for this beautiful four volume edition of the works of Marcel Proust, an outstanding piece of book-making, and a welcome addition to any library which considers itself representative of the best in modern literature. The famous Moncrieff and Blossom translation has been used; a new essay on Proust by Joseph Wood Krutch is included. It's an impressive set, boxed, each volume bound in natural color linen, stamped in red and gold, stained tops, two color title page; beautiful type face and page layout. The seven volumes of Proust's life work, for the first time as a compact whole. A set your discriminating customers will want to own. $12.50

October 16

Sperry, Margaret PORTRAIT OF EDEN Liveright

Hangers-on, rats on the sinking ship of a Florida boom town, scavengers, black, white, yellow, a degraded crew. Opposed to them stand a small group, of which a northern promoter who still has faith and hopes, and a young doctor are the central figures. Superstition, crooked politics, vicious journalism combine to defeat them. Not a pleasant story, but a rather revealing sidelight on a unique aspect of modern America. Not a book for a wide market. ~~$2.50~~ 2.00

October ~~22~~ 29

Morgan, Beatrice Burton SWEET TALK Farrar & Rinehart

The story of three sisters and of how they loved and lost because of their characters, all but Caroline, who tried to let her pocket book rule her heart, but who found she couldn't do it. Good circulating library appeal. Ran serially in McCall's. $2.00

October 23

Benson, Theodora CONCERT PITCH Macmillan

London music halls form the background of this new novel by Theodora Benson, a very different theme for Facade, published by Morrow last year. Behind the scenes with stage folk has an unfailing appeal for many readers. This is a story told with a certain gusto and a note of authenticity. It is the story of an anomaly in the stage world, a marriage that was apparently permanent, until a twist of chance turned it topsy-turvy. A good story, though it seems to lack that quality that makes for reality and emotional appeal. $2.50

October 24

Pedler, Margaret DISTANT DAWN Doubleday, Doran

Another circulating library bet for the omnivorous female readers. The love tangles of Karen, independent artist, who delves too deeply into the lives of others, and tangles them with her own. Dependably easy reading. $2.00

Rascoe, Burton &
Conklin, Groff, editor THE SMART SET ANTHOLOGY 11-23 Reynal & Hitchcock

For years people have been saying: Oh for the good old days of keen writing in the old Smart Set. Now comes the chance to prove their point. Many now famous writers found themselves in its pages, - Sinclair Lewis, Amy Lowell, James Joyce, D. H. Lawrence, Eugene O'Neill, James Stephens, Theodore Dreiser, Aldous Huxley, Elinor Wylie, etc. Ninety percent of the material included has never appeared in book form. Through their leadership in editing Smart Set, H. L. Mencken and George Nathan helped overthrow the conventions of the late Victorian and Edwardian eras in literature. This volume, therefore, becomes an essential item to those who would study the development of modern literature. Burton Rascoe has written a long introduction, giving the inside story of the magazine. Groff Conklin is a bookseller who has long been preparing the compilation. $3.50

October 25

Connor, Ralph TORCHES THROUGH THE BUSH Dodd, Mead

A book with a distinct spiritual appeal, which might reach a wide conservative market. The setting is Glengarry County, with the hot-headed, theologically minded Scots settlers as a background for the growing up of Jock, the minister's son, who runs away from home. On his return he finds the whole community a changed place, and his father a changed man. A bit dull reading. $2.00

October 25

Whipple, Dorothy THE GREAT MR. KNIGHT Farrar & Rinehart

** Greenbanks had a substantial success in England and a critical success here. This, Mrs. Whipple's second novel of family life should help widen her market considerably. Try the E. H. Young enthusiasts. Try those who like the earlier Priestley books, The Good Companions and Angel Pavement. They are all candidates for The Great Mr. Knight. Not particularly original in theme - the meteoric rise and fall of the family fortunes - the disintegration of the members of the family under the onus of money. But assuredly presented, with leisurely filling in of the English background, well done characters, sympathy, tenderness, and no false notes. For the audience that prefers form to plot. $2.50

Herbst, Josephine THE EXECUTIONER WAITS Harcourt, Brace

A kaleidescopic picture of the American scene, through a succession of episodes in the lives of the Trexler family, scattered the country over. A story of social conflict, of the struggle between the older generation, steeped in standards of success measured in wealth, and the young people coming to maturity in a new world, torn by economic stress and upset ideals. Business, agriculture, finance, labor, the unemployed - all fit into the picture. There is little of integration, and the reading is at times confusing and obscure. But at the end, the impression is a composite scene of America today. Not a book for light reading, but for the audience seeking the underlying currents of modern moods. $2.50

October 29

Rinehart, Mary Roberts MR. COHEN TAKES A WALK Farrar & Rinehart

** A long-short story, ideal small gift book, might pick up the same sort of sale that Goodbye, Mr. Chips has rolled up. A story of old age finding a place for itself in a world that would seem to have no use for it. Mr. Cohen feels that he has outlived his usefulness, so he starts out for a cross country walk, seeking to rediscover the eternal verities. He finds that there are countless ways in which he is needed, and life takes on a new flavor and meaning. The story has enough of a moral to appeal to a certain large class of readers, and is told simply and without the sugar-coating of sentimentality. A plus sale. $1.00

October 31

Fuchs, Daniel SUMMER IN WILLIAMSBURG Vanguard

The microscope applied to the myriad lives of the Jewish section of Brooklyn, suicides, family troubles, sex gropings, racketeering in the bus lines, adolescents and adults - a sprawling slice of life. The Jewish characters carefully delineated but the total effect is that of a conscious collection of people, incidents, impressions, sensations, etc. Slight similarity to The Unpossessed without its white collar appeal. $2.50

Late October 30

Birney, Hoffman GRIM JOURNEY Minton, Balch

** Here's a book that for its very power may go over. The author has taken the grimmest chapter in our national background, and told in slightly fictionized

form the tragedy of the Donner Party. Every fact, every character is based on historical data - no need to dramatize what is almost too dramatic for belief. Into the bare bones of history, Birney has breathed life. Three years before the gold rush opened the Overland Trail, this group of settlers, seeking new fields and leaving the Mississippi Valley behind them, attempted to blaze a trail across the Salt Desert and the Sierras. This is their saga, a saga of greed, incompetence, cruelty. Stark, poignant, gripping in its intensity, the story lays hold of the imagination, and seers itself indelibly on the mind. $2.50

November 1

Parrish, George Dillwyn HUNG FOR A SONG Farrar & Rinehart

More pirates - but with a difference, for with the swashbuckling there is mincing, with the blood and battle, there is powder and rouge. If Ronald Firbanks and Carl Van Vechten combined to write a pirate story, this might have been the result. Major Stede Bonnet sets out from the Barbadoes, leaving his detested wife, and ignoring the lack of any nautical knowledge, to be a dashing pirate. With his foppish, ignorant, incongruous ways he becomes first the laughing stock of his ship; later the crew discovers that he is fearless and means what he says. Piracy with an admixture of perversion, a peculiarly distorted humor, and its share of brutality. For a limited, highly selective public. $2.50

This Material Received Too Late for Inclusion in A September Issue

Already Published

Nezelof, Pierre THE MERRY QUEEN Liveright

** Has a chance for wide popularity both through the unfailing appeal of material dealing with Marie Antoinette, and the dramatic weaving of her story. Here is the real woman, as Nezelof sees her, frivolous, pleasure-mad, careless of consequences, inconstant, fickle, responsible in herself for much of her tragedy, but courageous and dignified at the end. The story of her loves and hates is told in dramatic fiction form, and makes good reading. Sure of wide circulation through rental libraries, and a substantial sale to those who like popular biography with a spice of scandal, and strong human interest. $2.50

October 2

Wallace, Doreen EVEN SUCH IS TIME Macmillan

The story of Benny Lee, whose family on both sides came of English farming stock, who, after the death of his ineffectual, pedagogic father, went to work on a farm and was happy. But the War brings his mother a second husband and Benny must conform by continuing his interrupted education. The life seems soft and he startles his family by insisting on becoming a veterinary. Clear thinking Marjorie abets him in his plans, marries him and dies in childbirth together with her baby. Broken, Benny finds strength to go on through his sister who has had to give up her artistic career. Wellsian in the lengthy conversations on life, philosophy, youthful rebellions, etc. Well done but not for the casual reader. $2.50

RECOMMENDED MYSTERIES AND THRILLERS

October 1

Knox, Ronald — STILL DEAD — Dutton

Twice dead, the heavily insured son of a Scottish Laird, a wayward youth, creates as great a problem in death as in life. $2.00

November 12

Gardner, Erle S. — THE CASE OF THE CURIOUS BRIDE — Morrow

Another Perry Mason case, and one of the best of the five. A story of murder and blackmail and bigamy, solved by the astute criminal lawyer. $2.00

December 3

Dickson, Carter — THE WHITE PRIORY MURDERS — Morrow

A Hollywood star is murdered in the Queen's Mirror, and the clues all denied the fact. Scotland Yard and Sir Henry Merrivale to the rescue. $2.00

PROBLEMATICAL BOOKS - Non-Fiction

Mid-October

Moses, Montrose J. & Brown, John Mason — THE AMERICAN THEATRE: As Seen by Its Critics — Norton

** An essential book for anyone interested in the theatre, either from the standpoint of the interested observer or from that of the professional or semi-professional. A kaleidoscopic picture of the theatre in America through the eyes of its critics, from Washington Irving and Edgar Allen Poe down to Alexander Woollcott, Robert Benchley, and their contemporaries. Not only reviews of the plays, which make in themselves an interesting commentary on changing tastes, but also articles on producers, actors, acting, in fact all branches of theatrical endeavor. Excellent reading, even to the appendix with its short biographical notes on theatrical folk and their critics. A good reference book for dramatic organizations, schools, libraries, etc. But first and last, good reading for itself. $3.75

Bartlett, Captain Bob — SAILS OVER ICE — Scribner

He's been in the news - he's been in the movies - he's been on the lecture platform - he's been in the records of scientific enterprise, and here's his own story, the account of successive expeditions to the lands of snow and ice. Shipwrecks, hairbreadth escapes, adventures that will stir the imagination of any man or boy gifted with the yen for the sea. First hand human interest material. $2.00

Marie, Queen of Roumania — THE STORY OF MY LIFE — Scribner

** It's excellent entertainment, this autobiography of Europe's most publicized queen, and, particularly in view of the vast amount that has been written about her, it is fresh and spontaneous and thoroughly good reading. The "story" begins

with her childhood and carries on to 1914. Will there be another volume? This leaves one with a thirst for more. Complete in itself, however, it gives a rounded picture of a glamorous childhood and youth, of a thoroughly English upbringing, of court life in England, with her grandmother, Queen Victoria, and in Russia, with her other grandparents. An intimate, human sort of picture, with enough detail to spur the interest of those who like court memoirs, but with nothing cheap nor meritricious. Then comes her marriage, at 18, to the heir apparent of Roumania, and a sudden plunging into the restrictions of a court of utterly different tempo, a challenge to the spirited girl, and one that she meets ably. This book should be easy selling, easy renting. Parts of it have appeared in the Saturday Evening Post. $4.00

~~Mid - October~~ September 1935

Thomason, ~~Capt.~~ Major J. W. ed. ADVENTURES OF ~~BARON DE~~ General MARBOT Scribner

A popular, illustrated edition of the famous memoirs of a cavalry officer of Napoleon's army. The "high spots" have been selected and a skillful job of editorial surgery performed, so that the text reads smoothly and the impression left is vivid and colorful, with the exception of the end which comes abruptly with the failure of the Russian campaign. Napoleonic enthusiasts will want it for its spirited illustrations, even if they are familiar with the original material. Primarily for men and older boys, and those interested in military tactics and strategy. Illustrated by Thomason. $3.00

October 15

Frank, Glenn AMERICA'S HOUR OF DECISION Whittlesey

** Not a book of predictions but a book of correlated information and clear reasoning, its subject the United States, the muddle we are in, what it signifies, what ways of escape are open to us. The manner is brilliant, direct, earnest, often dramatic and humorous, - a far cry from the usual dry as dust dissertations rendered in after - dinner speeches (this is an expansion of Frank's speech at the opening of the Chicago Fair, plus some material from a National Educational Association address, and three articles from the Herald Tribune Magazine). Anything can happen, he claims, and the results depend on genuine individual interest in public and private affairs. A challenge to initiative, to open-mindedness, to a sense of personal responsibility. The market - students everywhere, men and women with a spark of interest in public affairs. $2.50

October 19

Blackburn, Philip C. & White, Lionel, editor LOGICAL NONSENSE Putnam

An anthology of Lewis Carroll, containing the familiar works and a great many little-known pamphlets, verse, shorter pieces of various kinds, material known for the most part to collectors, rather than the general public. Uneven, yes, but fun to read, to dip into here and there. Not a book likely to set a high water mark of quick sales, but a volume that public libraries will surely want, and that should be good for the long haul, and occasional sales. With the Tenniel illustrations. $5.00

October 22

Weseen, Maurice DICTIONARY OF AMERICAN SLANG Crowell

Any writers among your customers? If so, draw this book to their attention as it seems to us to be an indispensable tool for their trade, if they are working in a modern medium. Essential for public libraries, also. And for editors, in all fields, proofreaders, newspaper men, etc. Like all dictionaries it has endless fascination for anyone interested in words and their use. The classification is made under topical headings, - theatre slang, gangster slang, prison slang, and so on. $2.50

Brown, Henry Collins THE STORY OF OLD NEW YORK Dutton

The Valentine Manuals have given Mr. Brown an enormous amount of material as a basis for this entertaining, readable history of the city, from its beginnings to the great fire of 1835, which marked a definite change in the city's growth. Plenty of challenging ideas to play with. Did the Belgians or the French perhaps have a finger in the pie of New York's beginnings? Is the accepted origin of America's name the actual one? And so on. Famous characters of the old city, pictures of changing life, history dished up in palatable form. Ideal as a gift book for anyone interested in the city's background. Illustrated. $5.00

Johnson, James Weldon NEGRO AMERICANS, WHAT NOW? Viking

A brief challenge to the intelligent reader, whatever his color or race, to accept the imperative need that the "Negro American" be given equal opportunity to claim equal rights in politics, in education, in economic life, in society. Johnson is pre-eminently fitted to analyze the situation, and he points out the indisputable fact that the Negro has been able to make little headway in view of the prejudice against him everywhere, and that the problem is intensified by present conditions of unemployment. He indicates the agencies through which the problem could and should be met, and the immediate need of action. A book which all interested in the problem will want to know about. $1.25

October 23

Lum, Bertha GANG PLANKS TO THE EAST Henkle

A travel book, with the emphasis on the unusual, rather than the obvious, in travel through the Far East, specifically, Japan, Korea, China and the Philippines. Certainly not an indispensable book, nor is it fascinating enough reading to stir the imagination and tickle the heels of the stay-at-home. Illustrated by the author. $3.00

October 25

Fowler, Gene FATHER GOOSE Covici, Friede

The Gene Fowler audience wont be disappointed in this one - nor in the subject, Mack Sennett. Principally the life of Sennett in his pie-throwing hey-day, with many sidelights on his associates and those he helped to stardom:- Mabel Normand, Polly Moran, Charlie Chaplin, etc., etc. Old names in review. Told with a grand strain of humor and just enough pathos. $3.00

October 30

Reichard, Gladys A. SPIDER WOMAN Macmillan

A story of Navajo Weavers and Chanters, told by a woman who spent four summers living with an Indian family near an Arizona Trading Post. The experiences are largely concerned with learning the difficult art of weaving, with the nine-day sings, with a study of sand pictures and the actual words of the chants. A sincere interest in and love of Indian lore, a personal enthusiasm and sympathy stamps the work. But it is essentially a bit of research, dealing with a subject of definitely limited interest. Illustrated. $3.00

Haggard, Howard W. THE DOCTOR IN HISTORY Yale

The author of Devils, Drugs and Doctors, and a broadcaster of wide repute, Dr. Haggard has "done it again" and rung the bell in a very entertaining and wholly fascinating story of the men who made medical history. The two recent books on the history of medicine touch lightly on past history but lay the stress on what is almost current history. Dr. Haggard in this volume, takes the human side of the picture, the doctor who has been the instrument of progress, and etches swiftly the history of civilization in the developments in the science of medicine. Essentially popular in style, simple, direct, dramatic, this book should be an excellent item for High School and College libraries, for public libraries, and for sale to the layman interested in medicine. There is nothing particularly new in the selection of material. The interest lies in presentation. Format of book good - excellent type page - numerous illustrations. $3.75

November 18

Allen, Frederick Lewis & Rogers, Agnes METROPOLIS Harper

** The collaborators of American Procession have turned their attention to the modern scene, and that most significant of modern contradictions, the metropolis. From the first rumble of the business day, with humanity pouring into the city from every direction, the story is told in pictures and running captions. Every normal aspect of city life is shown, business offices, of various kinds, methods of transportation, street scenes, restaurants of all sorts, the machinery of city life and what makes the wheels go round, entertainment, living quarters, and so on and on. The pictures were taken specifically for the purpose of telling the story, and are reproduced in aquatone. 300 illustrations, 20,000 words of text. The market offers endless possibilities of development:- adult and juvenile, schools, libraries, metropolitan, suburban and rural districts, there is value and appeal for all. Good window display. $3.~~50~~ 00

Bromley, Dorothy Dunbar BIRTH CONTROL 11-14 Harper

More than a clinical book, this. Rather a book that goes into the history, past and present, of the birth control movement, the need of dissemination of accurate and safe information, the present situation in regard to knowledge - and lack of knowledge - of methods. The medical point of view - the religious point of view - the legal aspects of the case. No specific advice as to mechanical methods to use, but plenty of advice as to what not to use. Indication of the trend. A book to know about - and to stock moderately, for occasional call. $2.50

November 5

Robinson, Elsie I WANTED OUT Farrar & Rinehart

A human interest document, first and foremost, written with breezy, colloquial vigor and spontaneity. And second, the life story of one who is known to readers of Hearst newspapers the country over for her syndicated column over the signature, "Aunt Elsie". A story of courage. A story of struggle against insuperable odds. A story of inner conflict, of unpreparedness for life, of an unquenchable determination to get out of life what there was in it, for herself and for the boy she had born. A childhood in a small California town - a girl marriage, crashing on the rocks of New England austerity - a struggle against direst poverty, first as a miner where she learned to know the value of companionship with men, then breaking into the field of journalism. She knows people. And people will like this. $2.00

Fitts, John Nelson NEW DEAL SOLITAIRE Smith & Haas

A game book, all sorts and kinds of solitaire. Directions that seem simple to follow. Sold boxed, with a deck of cards. $1.50

November 6

Chaucer, Geoffrey CANTERBURY TALES Covici, Friede

Rockwell Kent edition, published in 1930 at $50.00, now reissued at a popular price as a gift book. The modern English version of N. J. Nicholson is the text used. A beautiful piece of book-making. Should go well at the new price. $3.75

November 8

Beach, Rex. The Hands of DR. LOCKE Farrar & Rinehart

Rex Beach started the pilgrimage to Williamsburg, Canada, when he wrote a popular magazine article on the famous healer who has demonstrated his claim that many human ills are traceable to bad feet, and that manipulative surgery, in gifted hands such as Locke's, can work miracles, even in a modern world. This is an expansion of the original article, 1932 checked in 1934. $1.00

November 9

Shaw, Ruth F. FINGER PAINTING Little, Brown

Last winter I saw an extraordinary art exhibit, the work of children on both sides the Atlantic, all executed with the marvelous new method of finger painting and the paints that feel like soft malleable mud, and that wash off hands and clothes and rugs and walls, and that come in the most entrancing colors. And now here comes a book about the process, a must book for progressive parents and teachers and child psychologists and doctors - anyone who is interested in creative work with children - anyone who is interested in its value as an aid in solving psychological problems. Detailed account of method, development, value. A how-to-do book. Inspiring reading. For merchandising, I'd suggest finding out through the publishers where the paints can be secured (Schwarz Toy Store in New York City carries them), and whether any of the originals could be borrowed for window display. Might be a chance for a tie-up with the toy department here, for Christmas gifts. $2.50

November ~~8~~ 23

Tarbell, A. W. CAPE COD AHOY! Little, Brown

This book has gone through four editions since its publication in July 1932. Now comes this new, enlarged and revised edition, with new illustrations, and entirely reset. It's a unique sort of guide book to a much loved section of the country, and in its pages one can almost get the tang of the sea and the flavor of that land of sand dunes and moors and quaint old houses and unexpected inland ponds and glorious stretches of sandy beach and old windmills and frequent lighthouses. He manages to ignore the tourist horrors, and to take one exploring away from the beaten track, while yet keeping near the main traveled roads. $2.00 2.00

Willson, H. Beckles FRIENDLY RELATIONS 11-23 Little, Brown

A narrative of Anglo-American Diplomatic Relations from 1791-1930 might be dull and matter-of-fact. Such is not the case, in this. One is impressed by the vividness, the humor, the interest, which the author - an Englishman - has imparted to his subject. And also the fairness with which he has handled a controversial subject. He has drawn on a variety of sources, and this, with his own contribution in the way of biographical sketches and high-light memories, has made lively reading of the succession of British ministers and ambassadors to the United States. In the main, he lets letters tell the story, not only of hundreds of questions, vital and unimportant, but also of the people with whom they came in contact, of changing living conditions in Washington, of the chief executives. One is impressed by the almost constant distrust of England, by the amazing talent for upsetting treaties on the part of our Senate, by the dictatorial, uncompromising attitude in our diplomatic dealings. An excellent piece of editing, though it makes no attempt at distinction of style. Market - all students of American history. $4.00 ✓

November 15

Stevenson, Burton THE HOME BOOK OF QUOTATIONS Dodd, Mead

An important reference book, one you should keep in stock constantly. Burton Stevenson has proved his virtues as an anthologist. This should extend his fame. Classical and modern - over 2,500 pages, 70,000 quotations, including some in other languages than English. $10.00

Du Bois, W. E. B. BLACK RECONSTRUCTION 12-6-34 Harcourt, Brace

Here's the groundwork on which Johnson's little book should stand (see report page 282), a scholarly piece of research into the history of the part the Negro played in the abortive attempt to reconstruct democracy between the years 1860 and 1880. A survey of the situation of the Negro prior to the War between the States, an upsetting of some of the sentimentalized ideas of the position of the Negro under slavery, a study of the part played by the Negro in the war itself, and then an exhaustive searching into every aspect of the post-war conditions, - the fight for the vote, the problems in the states where the Negro vote over-balanced the white vote, the contrasting situations in various states, the tragedy of the Northern interference and the carpetbaggers and land grabbers. The whole period a blot on our history, and a tragedy for the Negro people. The market - all interested in going to the bottom of the Negro problem today. $3.75

November 15 Postponed

Pareto, Vilfredo THE MIND AND SOCIETY Harcourt, Brace

See page 200 - August 15th issue - for the report on An Introduction to Pareto, and a mention of this translation of the original work, along with a suggestion that you send for the 8-page prospectus which the publishers have prepared. Four volumes - Price $20 after publication date - $16 before publication.

Mid-November 11-13

Beard, Charles A. THE OPEN DOOR AT HOME Macmillan

A companion volume to The Idea of National Interest (published in February - see page 49 of the bulletins). This volume is an interpretation of contemporary trends, and succeeds in destroying a good many idols and upsetting some fairly well established clichés. He seems on the whole sympathetic with the effort of the New Deal, as an attempt to find a way out, although he acknowledges that it is too early for a critical appraisal. He says: "Such is the posture of the American Republic amid the world of nations. Its past is closed and determined for all time. That past can never be restored, recovered, or repeated. The great trends of the living present are stubborn and irreducible.... Over against these tendencies is contemporary knowledge of powers that can be unfolded and possibilities that can be achieved by plan, will, and effort....Already the vision of things that can be achieved is caught by the American people....Set-backs will come, but the lines of advance are plotted - there is no other course to be pursued." $3.50

Corsi, Edward IN THE SHADOW OF LIBERTY 1-29-35 Macmillan

This is the story of Ellis Island, told by the former commissioner of Immigration, himself once an immigrant. It is a story full of drama and pathos, this story of 25 million souls seeking liberty in the United States. Full of anecdotal material of incoming and outgoing strangers on our shores. A study of some of the roots of our national life. Good journalism and occasionally poignant in its sympathy with the human tragedies enacted at our gates. Important book for social workers and those interested in the problem of our foreign citizens. $3.00

November ~~28~~ 28

Mitchell, J. Leslie & Gibbon, Lewis Grassic EARTH CONQUERORS Simon & Schuster

Nine explorers - and almost as many corners of the globe - and one urge upon them all, to seek out the Fortunate Isles, whether it be an expressed urge or a subsconscious one. There are moments of beauty and vividness and drama; the substance is there for an exciting book; but somehow it just misses fire. However, there is no contender for the honors in the field, and the format of the book with numerous photographs, charts and maps - and with the push that Simon & Schuster puts back of the books in which they have faith, it will probably go over better than one might expect. Explorers covered: Leif Ericson, Nansen, Marco Polo, Columbus, Magellan, Cabeza de Vaca, Bering, Mungo Park, Richard Burton - a notable list. Sell to those interested in adventure and biography. $3.00

November 22 12/5/34

Schoonmaker, Frank & Marvel, Tom — THE COMPLETE WINE BOOK — Simon & Schuster

This book might have been pushed into the overcrowded market at the time of repeal. Wisely, the publishers withheld it, for further research and polishing off, and now issue it, a mature and seasoned book, one might say the "definitive book" on the subject, for the American reader. Some of the material is familiar to the readers of the New Yorker. The authors have spent two years in the vine-growing sections of France, Italy, Spain and Germany. The fruit of their research is here in a study of the wines of Europe, the best vintages, which carry well and which donot, how to use them, to serve them, to keep them over here. The "mysteries" are laughed off or cleared up. The reasons why we face peculiar problems are explained. And it is all entertainingly done, and informative as well. $2.50

Late November

Richards, Grant — AUTHOR HUNTING 11-26 — Coward, McCann

Adventures of an English publisher, and one who has "made" some of the greatest names in contemporary and recent English literature. His brightest star is G. B. Shaw. He had a finger in the Dreiser pie, he put A. E. Housman over, he was one of the "discoverers" of Thomas Burke. Famous names in the literary world are met on every page, for he was a friend, even before he was a publisher (though he acknowledged that he never got away from publishing). Memories of a Misspent Youth published about two years ago brought him up to 1896; this takes up the thread in 1897 and carries through to 1925, "years spent mainly in publishing." Essentially a "bookman's book" - and good reading, for that public. $3.50

This Material Received Too Late For Inclusion In A September Issue

October 4

Norman, Winston — I THINK I AM SLOWLY RECOVERING — John Day

"There is a Hundred and Twenty Million People in the New Deal that are like me....I am what you might call unemployed. Of course I do a lot of thinking and that keeps me busy...but in my liesur time it is kind of dull for I and my wife, Mabel, so we need an Interest in life." And so he writes letters. A plasterer in boom times, he has assimilated all the slogans and dishes them out in his own words.. It could be funnier - the humor runs thin - but it has its points. $ .98

Reed, Brian — RAILWAY ENGINES OF THE WORLD — Oxford

You have to like engines pretty warmly to get from cover to cover, but the pictures help. Types, sizes, speeds of present day railway engines. $1.75

Wallace, Henry A. — NEW FRONTIERS — Reynal & Hitchcock

** Choice with the Hoover book by Book-of-the-Month for October. Presents the other side of the picture, - the new frontiers of mind and spirit. Describes the adventure of the New Deal, through the spectacles of the human equation. Some of the material has appeared in the Saturday Review of Literature. Cloth, $2.00 Paper, $1.00

October 5

Freeman, Douglas Southall R. E. LEE Scribner

** My vote to date for the Pulitzer Prize for biography goes to this amazing biography of Lee. There are to be four volumes - and there's not a dull page in the 1,200 odd pages of the first two. A definitive life - yes - but more than that. It's the man himself, flesh and blood and bones and sinews, brain and heart and soul. The Winston life, published last Spring by Morrow, was adequate, but, in this reader's opinion, it lacked spark. This is full of the sort of word pictures, small incidents, anecdotes that make Lee alive again. The first volume ends with Davis' summoning Lee to Richmond to assign him to the anomalous position in the seat of government. The second volume ends with the death of Stonewall Jackson. Index for volumes one and two contained in volume two. Appendix in each volume. Thoroughly documented throughout. Each volume $3.75. Boxed together - $7.50

October 8

Davis, Robert H. BOB DAVIS AT LARGE Appleton-Century

Collection of episodic material, interviews, anecdotes, might be extracts from his columns, written the world around. No particularly connecting thread, no attempt at presenting it as autobiographical data. Unimportant. $2.50

Rice, Elmer JUDGMENT DAY Coward, McCann

A curious blend of good old-fashioned shouting melodrama and thinly veiled propaganda directed against Hitler and the Nazi regime. The setting is supposedly Slavic, and the whole action of the play takes place in the court room where the prisoners accused of attempting assassination of the ruler are being tried. Actually, the policies of modern Germany are on trial. Elmer Rice always gives his audience something to think about it, and the play makes good reading. $2.00

October 11

Eustic, Morton B'WAY, INC. Dodd, Mead

"The Theatre as a Business" - what makes the wheels go round. Possibilities of making a living, salaries, author's rights, designer's part, producer's responsibilities, unions, contracts, etc. No glamor - all facts. Not a book for the layman, but of value for reference shelves and for those in the field. $2.00

Walker, Stanley CITY EDITOR Stokes

** A must book for everyone in the newspaper game, for everyone who is on the fringe and who wants to get in deeper, and for everyone who wants to get into it. Not a sensational book like Night Club Era, but crammed to overflowing with anecdotes of the newspaper world, of the highlights and lowlights in it, during a decade and more. But all of that side of it is window dressing, so to speak. The book is enormously valuable in its analysis of the various types of job, every aspect of the game, new developments, technique, hows and whys and wherefores, newspaper ethics, and the requirements of the candidate for journalism. Should be required reading in all schools of journalism, and on the reference shelf of every High School Library. $3.00

Advertising and Promotion Plans for Late Fall

Appleton-Century

Posters and postcards on Branch - SENTIMENTAL YEARS, Quiett - THEY BUILT THE WEST, postcards on Wells - ADAM'S DAUGHTER.

Coward, McCann

Probably poster on Hull - MORNING SHOWS THE DAY, Richards - AUTHOR HUNTING.

Dodd, Mead

Four-page folder, one page to a book on Howe - CHESTER A. ARTHUR, Muzzey - JAMES G. BLAINE, Karsner - JOHN BROWN, Palmer - BLISS, for bookstore distribution. Stevenson - THE HOME BOOK OF QUOTATIONS, full size dummy with sample pages and order blanks, also 16-page 2 color descriptive brochure, imprinted, with envelope for mailing, for A 1 list of customers. Also available, sales letter for multigraphing on bookseller's own stationery.

Farrar & Rinehart

Banners, advance cards, poster on Suckow - THE FOLKS. Circular, with illustration from the book on Canby - AGE OF CONFIDENCE. The ANTHONY ADVERSE insert in Publisher's Weekly available to bookstores. Special promotion on Stucken - THE GREAT WHITE GODS.

Houghton, Mifflin

Circulars, imprinted, poster on Milton - THE EVE OF CONFLICT. Poster circulars on Brooks - THE LETTERS OF GAMALIEL BRADFORD, advertising Atlantic Monthly, Times, Herald-Tribune, etc. Poster on Kent - THE TERRACE, $2,500 advertising appropriation. Poster on Parker - WANDERER'S CIRCLE. Poster, circulars on Buchan - OLIVER CROMWELL. Hoover - FORTY TWO YEARS IN THE WHITE HOUSE, $5,000 advertising appropriation. Poster on Bottome - INNOCENCE AND EXPERIENCE, Hall - THE TALE OF A SHIPWRECK. Poster on mysteries, Williams - MASKS OFF AT MIDNIGHT, Keene - PATTERN IN BLACK AND RED, Woods - MURDER IN A WALLED TOWN, White - AGENT B-7. Full page ads on juveniles November, December, Times, Herald-Tribune, etc.

Lippincott

Posters on MacClure - THE CLUE OF THE DEAD GOLDFISH, "Sinbad" - SALT OF THE SEA. Circulars on Belloc - CROMWELL. Advertising page in Fall Book Announcement Saturday Review, November & December issues of Scribner's, Harpers, Atlantic Monthly. Space in The Nation, The New Republic, Times, Herald-Tribune, Saturday Review during October, November and December. Daily space in New York, Philadelphia, Chicago and Boston papers.

Morrow

Special promotion on Hilton - LOST HORIZON with Woollcott's recommendation in New Yorker, McCall's and on the radio. Paterson - GOLDEN VANITY, ad on letterhead, postcards every other day beginning October 20th with excerpts from the book, poster. Poster on Sutherland - A TIME TO KEEP, also broadsides. Broadsides on Stone - COLD JOURNEY.

Reynald & Hitchcock

Wallace - NEW FRONTIERS, post cards, poster, $2.000 appropriation. Postcards, poster on Corbett - MR. UNDERHILL'S PROGRESS, $1,500 appropriation.

Scribner

Posters on Marie, Queen of Roumanian - THE STORY OF MY LIFE; Van Dine - THE CASINO MURDER CASE; Young - SO RED THE ROSE; Hoover - THE CHALLENGE TO LIBERTY. Advertising in Times, Herald-Tribune, Saturday Review, monthly magazines and leading newspapers.

Simon & Schuster

Allen - WINES AND SPIRITS COOKBOOK, Mrs. Allen lecturing in more than forty cities, giving radio talks throughout the winter. Bookstores tie-ups. Window cards. Haskell - BALLETOMANIA - window displays based on first reviews and photographs from book. Morrell - DIAMOND JIM - window display material based on jewel cases and caricatures. Charpentier - LIFE A LA HENRI, leaflets, window cards, display material.

Smith & Haas

Circular on Pratt - THE HEROIC YEARS, also page in November Harpers. Poster on Strode - THE PAGEANT OF CUBA. Special promotion on Williams - BRIGHT IS THE MORNING, the special editions of Shelley - FRANKENSTEIN Dinesen - SEVEN GOTHIC TALES. Poster on juveniles.

Stokes

Poster and large appropriation for metropolitan newspapers on Walker, - CITY EDITOR.

THE NEW YORK OFFICE CALENDAR - October 4 to October 20

			Page
October 4 -	Wallace, Henry A.	NEW FRONTIERS (Reynal & Hitchcock)	287
October 5 -	Freeman, D. S.	R. E. LEE (Scribner)	288
	(Date not set when last calendar went through)		
October 10-	Hatcher, Harlan	PATTERNS OF WOLFPEN (Bobbs-Merrill)	217
	James, Ben	THE SECRET KINGDOM (Reynald & Hitchcock)	206
October 11-	Lawrence, Frieda	NOT I BUT THE WIND (Viking)	229
	Ostenso, Martha	THE WHITE REEF (Dodd, Mead)	218
	Walker, Stanley	CITY EDITOR (Stokes)	288
October 12-	Haskell, A. L.	BALLETOMANIA (Simon & Schuster)	254
October 15-	Chamberlin, W. H.	RUSSIA'S IRON AGE (Little, Brown)	230
	Frank, Glenn	AMERICA'S HOUR OF DECISION (Whittlesey)	281
	Wodehouse, P. G.	BRINKLEY MANOR (Little, Brown)	189
October 17-	Millay, Edna St.V.	WINE FROM THESE GRAPES (Harper)	274
	Salten, Felix	FLORIAN (Smith & Haas)	219
October 18-	Morell, Parker	DIAMOND JIM (Simon & Schuster)	227
	Young, E. H.	THE CURATE'S WIFE (Harcourt)	245
October 19-	Quiett, G. C.	THEY BUILT THE WEST (Appleton-Century)	225
Mid October	Marie, Queen	THE STORY OF MY LIFE (Scribner)	280
	Moses & Brown	THE AMERICAN THEATRE (Norton)	280

Note These Changes in Prices and Publication Dates

			Page
Appleton-Century			
	Barnes, J.	FROM THEN TILL NOW - late October	207
	Brady, M.	US LADIES - from 10/26 to 10/19	214
	Branch, E. D.	THE SENTIMENTAL YEARS - 10/26 definite	258
	Greenwood, A. P.	WE SAGEBRUSH FOLKS - from 10/19 to 10/8	207
	Quiett, G. C.	THEY BUILT THE WEST - 10/19 definite	225
	Wells, W.	ADAM'S DAUGHTER - from 9/28 to 10/8	179
Coward, McCann			
	Davison, F. D.	RED HEIFER - from 9/27 to 10/16	192
	Smith, A. D. H.	ALAN BRECK AGAIN - from 10/9 to 10/16	195
Doubleday, Doran			
	Davis, W.	THE ADVANCE OF SCIENCE - from 10/10 to 10/24	159
	Lamb, H.	OMAR KHAYYAM - from $3.00 to $2.50	193
	Monroe, A. S.	WALK WITH ME, LAD - from 10/24 to 11/7	256
	Swinnerton, F.	ELIZABETH - from 10/10 to 10/24	244
Farrar & Rinehart			
	Dell, F.	THE GOLDEN SPIKE - from 9/28 to 10/11	195
	Leavelle, E.	LUSTROUS HEROINE - from 10/18 to 10/15	245
	Lincoln, V.	FEBRUARY HILL - from 10/15 to 10/18	218
Harper			
	Lampland, R. E.	HOBBIES FOR EVERYBODY from $2.50 to $3.00	258
	Torrey, C. G.	THE FOUR GOSPELS - from 9/19 to 10/4	224
	Wallace, S. C.	THE NEW DEAL IN ACTION - from 9/19 to 10/5 from $2.50 to $2.00 - also paper covered edition @ $1.00.	224
Lippincott			
	Gregg, R. B.	THE POWER OF NON VIOLENCE - from 9/20 to 10/4	204
	Mais, S. P. B.	A MODERN COLUMBUS - from 9/13 to 10/4	233
Little, Brown			
	Chamberlin, W. H.	RUSSIA'S IRON AGE - from $3.50 to $4.00	230
	Kenyon, J.	HEALTHY BABIES, etc. - from 10/15 to 10/26	230
	Nordhoff & Hall	PITCAIRN'S ISLAND - from 11/9 to 11/2	241
	de la Roche, M.	BESIDE A NORMAN TOWER - from 10/14 to 11/23	196
	Varble, R. M.	BEATRICE THE BRAVE - from 9/21 to 10/15	240
McBride			
	Abbe, J. E.	I PHOTOGRAPH RUSSIA - from 9/26 to 10/11	252
	Cabell, B.	LADIES AND GENTLEMEN - from 9/25 to 10/4	206
	Merrill, F.	KIPPY, etc. - from 10/17 to 10/23	255
	Wells, C.	EXPLORING THE WORLD, etc. - from 10/5 to 10/23	207
Morrow			
	Field, P.	DRY GULCH ADAMS - from 11/5 to 11/12	185
	R. G.	PRELUDE TO THE PAST - from 11/5 to 11/12	259
	Sutherland, H.	A TIME TO KEEP - from 10/9 to 10/23	254
Penn			
	Bailey, T.	THE RADIANT TREE - 10/19 definite	222
Reynal & Hitchcock			
	James, B.	THE SECRET KINGDOM - from 9/26 to 10/10	206
Viking			
	Lawrence, F.	NOT I BUT THE WIND - from 10/8 to 10/11 Limited eidtion $6.00	229
	Lawrence, D. H.	A MODERN LOVER - from 10/8 to 10/11	234